The Pizza Times

Volume One, Issue Three December 1981

CHUCK E.'S PRIDE

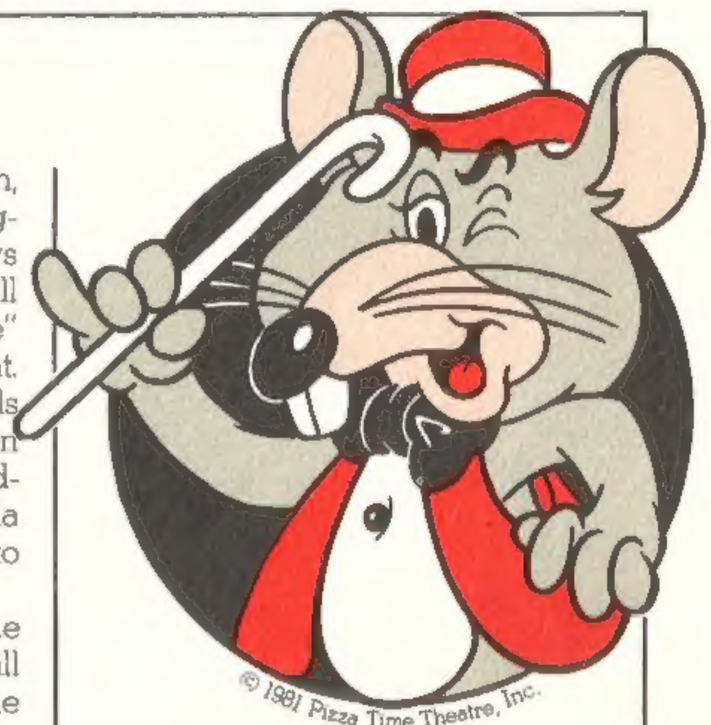
Upcoming Year of the Store Manager

1982 has been declared "Year of the Store Manager." John A. Scott, Executive Vice President of Operations, says, "The key to a successful business is doing the little things extremely well, and that begins with each restaurant's management team and crew." In order to reach our goal of improved store operations, the focus in 1982 will be on the most important part of the company—our store level personnel.

During the coming year Pizza Time hopes to improve communications between Corporate headquarters and the stores, to provide greater incentives to and recognition of store personnel, to improve the tenure and professionalism of our managers, and to work continually on strengthening day-to-day operations. As part of this program, Scott plans a tour of all the stores in the next 60 days to meet with managers and crews. He says, "We are improving store management training, developing in-store audio-visual training aids, and broadening our management recruiting programs. We'll also be conducting midyear a series of management seminars across the country for both company and franchise store managers to re-emphasize the nuts and bolts of store operations, and at the same time, gain feedback from the managers as to where they feel the Company can improve." New uniforms for both crew and managers will also be implemented in 1982.

With Pizza Time's rapid growth, it's especially important to recognize those managers and crews who have performed with overall excellence. The "Chuck E.'s Pride" program is designed to do just that. The first Chuck E.'s Pride awards have been presented to the Tucson franchise unit at 8616 East Broadway, and the Jacksonville, Florida Company store. Congratulations to the winners!

A commemorative wall plaque with an engraved brass plate will be permanently displayed in the winning stores, and special buttons saying "Chuck E.'s Pride Award Winner" will be given to the crew members to wear during the quarter. This ongoing program will recognize one franchise and one company store every quarter. Those selected will best exemplify Pizza Time's standards of quality, service, cleanliness, and excellent overall operations.



Above: The Tucson, Arizona Pizza Time Theatre at 8616 East Broadway was selected as the Chuck E.'s Pride winner for outstanding operations in a franchise unit. Pictured here is the whole gang including Linda Curd, General Manager; Lloyd Brown, Assistant Day Manager; Todd Wilson, Assistant Night Manager; Michael Bradman, Operational Coordinator; and Steve Powers, Development Supervisor for the franchise organization. Mike Powers and Jon Andros of Pizza Theatre Management, Inc. are the franchisees.

Right: The first Chuck E.'s Pride Award for outstanding operations in a company-owned Pizza Time Theatre went to the Jacksonville, Florida restaurant. Accepting congratulations from Chuck E. Cheese on behalf of the management team and crew are (left to right) Ron Sasko, General Manager, and employees Janie Vitolo and Sharon Davis. Other members of the management team are Harry Tullos, Day Manager; Tom Dorey, Night Manager; and Spero Zapatos, Assistant Night Manager.

He Wears Many Hats

On a typical Friday night you may find him out in the parking lot directing traffic, greeting guests, lending a hand at the pizza oven, visiting a birthday table, deploying the crew, busing tables, restoring lost children to parents, and, through the course of the evening, probably covering about 10 miles on the run. Rob Schmidt, like all Pizza Time restaurant managers, wears many hats in his hectic and busy job.

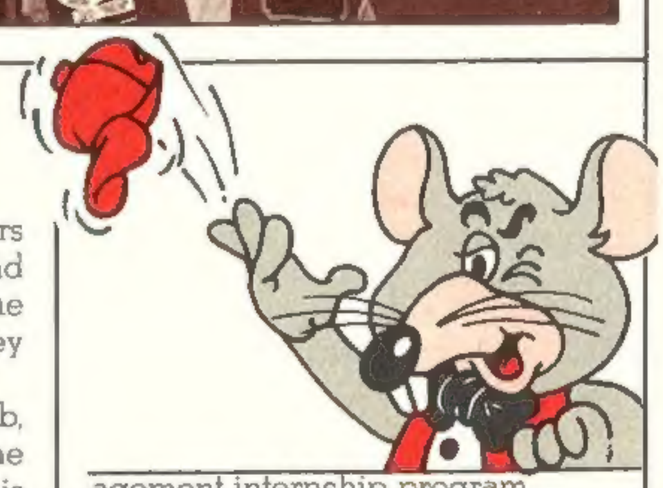
Now General Manager of the Pleasanton, California Pizza Time Theatre, Rob, 25, began his career with Chuck E. Cheese in August 1978 as a "back-up trainer" at the Winchester San Jose store. Since then he has been assistant manager at San Jose Kooser, and General Manager at the Concord and San Ramon locations before assuming his present position.

There are few jobs that demand such a wide range of skills and talents as that of a general manager in a Pizza Time Theatre. The manager's responsibilities include all of the following functions:

- teacher and trainer
- cheerleader, advisor and coach
- host
- accountant and financial analyst
- staffing logistician
- computer operator
- quality controller
- pizza cook
- bar tender
- purchasing agent
- maintenance engineer, electrician and plumber
- outside traffic controller
- marketing specialist
- public relations representative
- liaison between store and corporate office
- chief trouble shooter

Besides all this, store managers work evenings, weekends and holidays. Considering all this, the obvious question is, why do they do it?

According to Rob, "it's a fun job, always a challenge, and never the same." He also added that there is great opportunity to move up in a company growing as rapidly as Pizza Time, and the bonus incentive plan is attractive as well. Rob enjoys working with his employees and says that when the employees are happy and motivated, the customers are happy. For Rob there is great satisfaction in seeing his employees doing a good job and he added, "when the store runs well, I feel really good about it." Rob has recruited from within his store, recommending several of his hourly employees for the management internship program.



Scott Moe, North Bay District Manager, says that Rob always supports his employees if they're right, and if they're wrong he holds them accountable. The employees feel that their jobs are important and that Rob cares about them. He added, "Rob does an excellent job of working with his store employees and training them."

It's not surprising, then, to learn that Rob feels, of all the hats he wears, probably the most important is that of coach, cheerleader and advisor to his employees.

New Training Center and Test Kitchen

The eagerly awaited training center and test kitchen located in the new store at Highway 101 and Tully Road in San Jose, California is in the last stages of construction. The training facility will house 3 or 4 classrooms, a study, an audio-visual lab, a conference room and offices. The training staff at the new center will be Bob Coltraine, Director of Training, and trainers Rhobie Grogan, Karen Hewitt, Jody Foerstel and Andrew Novitski plus Training Coordinator Harryette Clarke.

Product Research

The 550 square foot test kitchen will serve as the base for all product research and development as required for both company and franchise operations. The kitchen, a somewhat scaled-down version of a Pizza Time restaurant kitchen, will include areas for taste testing and blind sensory evaluations. The facility will employ a full-time food technologist and staff.

Some upcoming projects include:

- Further development of product specifications in an effort to standardize Pizza Time's distribution system.
- Research and development of product adaptations to meet regional requirements.
- Ongoing evaluations of existing products, procedures and recipes.
- Development of future product and menu needs.
- Evaluation of new preparation and handling procedures, small wares, restaurant equipment, portion and dispensing methods, and other operations.

The test kitchen staff will work closely with the training department by providing classroom demonstrations and procedural assistance.

As new concepts and methods are developed, franchisee input and participation will be welcomed, especially in the area of product regionalization.

Christmas at Pizza Time Theatres

To celebrate the holiday season, participating Pizza Time Theatres will be offering hand painted, wooden Chuck E. Cheese tree ornaments for 49¢ with the purchase of any large pizza. The promotion is supported by three weeks of television commercials this month. In-store posters are also being used to promote the offer. The ornaments will be sold without a pizza purchase for $1.49 in the General Store.

In addition to the ornament promotion, all stores have the Christmas music special on the Pizza Time Players skit tapes. This four-minute program which includes a medley of eight holiday songs can be played anytime at the store manager's discretion to add to the festive spirit in the theatre-dining room.

1982 Calendars

The "Chuck E.'s View of 1982" calendars promise to be Pizza Time's most popular promotion ever. The calendars, which contain over $100 worth of coupons, were offered free with the purchase of a large pizza during November. They are also being sold in the General Store for $4.95. The promotion was supported by a direct mail coupon.

CHUCK E. CUBE

Upcoming Promotions

Promotions for the new year begin with Family Fun Days in January. Customers will be encouraged to come to Pizza Time Theatres on Mondays through Thursdays when they can "double their fun" by receiving double tokens. Chuck E. Cubes, a Pizza Time version of the popular Rubik's Cube, will be offered for only 99¢ with the purchase of a large pizza. The promotion will be supported by a three-week television buy.

February will be "Quality Food Month" publicized by a new television commercial stressing the care that Chuck E. Cheese takes in making pizzas with real cheese, fresh dough and 100% meat toppings. The new Chuck E. Cheese Fan Club for kids will be introduced in March during a three week television buy on children's programming. Free memberships to children under 12 will be offered plus a Chuck E. Cheese T-shirt with the purchase of a large pizza.

New Markets for Company Stores

Leases for new company stores have been signed in four more states. These units which are currently in the architectural design stage or under construction are located as follows:

- Oklahoma—Lawton, Oklahoma City and Tulsa (two units)
- Louisiana — Baton Rouge, Shreveport, Lake Charles and New Orleans (two units)
- Connecticut—Waterbury
- Nevada—Las Vegas (two units)

In addition, lots have been purchased in Merced and Victorville, California on which 12,250 square-foot, free standing units will be built.

Pizza Times

The Pizza Times is published on a quarterly basis by Pizza Time Theatre, Inc. The purpose of the newspaper is to inform, to motivate, to serve as a public relations tool, and, perhaps most importantly, to provide two-way communications about events affecting PTT.

If you have story ideas or news for the paper, or would like a story assignment please contact Suzie Crocker, Communications Manager, 1213 Innsbruck Drive, Sunnyvale, California (408) 744-7300.

Photos to illustrate your news are always welcome. Please send good black and white photos or very high quality color prints—polaroids are not suitable for printing.

The Pizza Times

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Harmony's Hoedown All New Show

"Harmony's Hoedown" is the latest toe-tapping show created by the Entertainment Department for the Pizza Time Players. According to Mike Hatcher, Director of Entertainment, Chuck E. Cheese actually apologizes to Harmony Howlette in these newly animated skits. Now that's a twist for our favorite rodent!

Animator James Barnes adds that the skits continue in the upbeat country style with more contemporary musical selections. In addition to the new theme song "Pizza Time Hoedown," there's another original tune entitled "USA, USA!!"—an appropriate tribute to Pizza Time's nationwide growth.

And, of course, there is a beautiful new set designed by Animator Randy Nelson. It's a western town straight out of "High Noon" and it actually looks like it's disappearing into the sunset.

Harmony's Hoedown will begin appearing in stores where "Harmony Howlette's Wild West Show" has already played for six months. New stores opening through April 1982 will receive the Wild West Show first, followed by Harmony's Hoedown six months later.

And then, romance fans, stay tuned for the return of the piggy from Paree, Madame Oink. Learn the real truth about Oink and a certain purple monster.

Games Update

The latest games going into company stores include Atari's Tempest, Gremlin's Space Fury and Frogger, Exidy's Mousetrap, Nintendo's Donkey King, and Tailto's QIX.

For Pizza Time's youngest customers, a new "playland" has been designed. The 3,000 to 4,000 square foot children's area now being installed in the Abilene and Las Vegas stores include ball crawls, punching bag forests, mazes, air floors, slides, hanging barrels and other play equipment.

Company stores opening after January 1982 will have scan coin sorters which count tokens and quarters simultaneously. Also being installed the first of the year is a new computer system to be used for game reports and summaries. A terminal to be placed in every store manager's office will be hooked into a PDP11 computer at the corporate offices. The system was developed by Bob Lundquist, Director of Games and Merchandise, and Steve Dooner, Games Administration Coordinator. Ken Welch, Western Regional Games Manager, is writing the program.

Convention Highlights

Pizza Time Theatre's first annual convention was September 11-13, 1981 at the Hyatt Del Monte in Monterey, California. About 500 franchisees, corporate employees and spouses attended the three day event which included Franchise Advisory Council meetings, an opening general session, eleven workshops and an awards presentation and banquet. The photographs highlight some memorable moments from the convention weekend.

Don Marks emceed the Awards ceremony with wit and style.

Winners of the 1981 Annual Chuck E. Awards

The 1981 "Chuck E.'s" were the first annual awards to be presented by Pizza Time Theatre to franchise and corporate store operations for excellence in various categories. Listed below are the winning stores, franchisees and corporate employees who were recognized at the Annual Convention in September.

Franchise Awards

- Highest Single Week Sales Award went to Mike and Marian Ilitch of LCMI for their Westland, Michigan store.
- Highest Average Sales Award went to Roy Taylor and Scott Miller of Computerized Animation, Inc. for the Sunnyvale, California store.
- Development Award was accepted by Larry and J. Lynn Rose of Ogden, Utah on behalf of Rocky Mountain Development.
- Marketing Award went to Pat Hopf and Dave Roberts of Family Entertainment Centers, Inc.
- Special Recognition Award was presented to Judy Murphy, Franchise Administrator of Pizza Time Theatre, Inc. by the franchisees.
- Best Operations Award went to Mike and Steve Powers of Pizza Theatres Management, Inc., Scottsdale, Arizona.

Corporate Awards

- Special Recognition Award was presented to Gene Landrum, Senior Vice President, Development.
- Marketing Award was accepted by Bill Yule on behalf of the Fullerton, California store.
- Lowest Turnover Award was accepted by Tom Bouldin, District Manager, for District 3301 located in Texas.
- Development of New Stores Award went to Jerry Pate, Regional Manager, for opening stores in Florida.
- Highest Average Sales Award went to Scott Nelson, General Manager of the Hayward, California unit.
- Highest Percentage Profit Award was presented to Scott Moe, District Manager, for District 3205 located in the San Francisco East Bay area.

The Pizza Time Singers and Dancers delighted everyone at the Awards Dinner with their hour-long musical show.

The proud winners of the 1981 Chuck E. awards: (left to right) Allen Strege, Steve Troike, Jerry Pate, Steve Powers, Gene Landrum, Larry Rose, Judy Murphy, Mike Powers, Marian Ilitch, Fred Clark, Mike Ilitch, Dave Roberts, Pat Hopf, Scott Moe, Tom Bouldin, Scott Miller and Dave Zitney.

Pizza Time's creative team of Mike Hatcher, Kathy Woll and Jul Kamen sharing the spotlight with Bob Lundquist (left) and Joe Keenan (right).

Tom Pogemiller (left) and Jack Atkins, franchisees for Central Illinois, enjoying Chuck E.'s Company.

The corporate operations management team posing with Chuck E. Tux: (left to right) Steve Troike, Gene Landrum, Jerry Pate, Roger Burke, Alan Rich, Allen Strege, Jerry Kenney, Keith Bakker, Dave Zitney, Scott Moe and Tom Bouldin.

Memories of Monterey

Members of Pizza Time's Marketing Department getting together at the Awards Reception: (left to right) Leona Fung, Diane Dudeck, Pat Saign, Suzie Crocker and Don Schulte.

Enjoying the awards reception at historic Memory Gardens are the franchise group from Santa Barbara: (left to right) Bill Levy, Melody Levy, Connie McBurnie, Kevin McBurnie and Terry Pera.

Vicky and Clyde Reyes (left) visiting with Donna and Frank Jones, the Seattle area franchisees, before the awards dinner.

Mr. and Mrs. Sam Hamra, Jr. (left) and Mr. and Mrs. Clark Amos, franchisees for Missouri, sharing a moment with Chuck E. Tux at the awards reception.

Smiles from Tom and Jan Bouldin (left) and Scott and Cathy Moe after the awards ceremony.

Nolan Bushnell chatting informally with franchisees Steve Lamstein, Richard Berland, Sam Hamra, Jr. and Clark Amos.

Harryette Clark and Bob Coltrane from the Corporate Training Department presenting a diploma to franchisee Gary Harwin who dressed for the occasion.

John Scott, Joe Keenan, Nolan Bushnell and Pat Saign answered questions at the Eastern Region Franchise Advisory Council meeting.

Franchisees from the Far West Region gathered together at a Franchise Advisory Council meeting.

Attending the food standards workshop are (left to right) Alan Rich, Sue Schaller, Linda Sako (workshop chairman), John Napier, Mrs. Donald Kennedy and Dave Zitney.

Franchise News

Third Quarter Earnings

Results of Company performance for the fourth quarter will not be known for several weeks but if they follow the trend of the third quarter numbers, Pizza Time Theatre, Inc. will have completed an outstanding year.

Third quarter 1981 revenues were $9,552,000 with net income of $735,000 ($.17 per share) as compared with revenues of $2,703,000 and net income of $20,000 ($.01 per share) for the third quarter of 1980.

Revenues for the 36 weeks ended September 6, 1981, were $22,188,000 with net income of $1,219,000 ($.31 per share) compared with revenues of $6,591,000 and net income of $22,000 ($.01 per share) in 1980.

Revenues from Company centers were $7,387,000 for the third quarter of 1981, a 242% increase over the comparable quarter of the prior year. Revenues from Company centers were $17,777,000 for the 36 weeks of 1981, a 213% increase over the comparable period in the prior year.

Revenues from franchise operations for the third quarter of 1981 were $2,165,000, a 299% increase over the third quarter of 1980. Revenues from franchise operations were $4,411,000 for the 36 weeks of 1981, a 383% increase over the comparable 1980 period.

Second Stock Offering

Chuck E. Cheese visited Wall Street again and carried off his second public offering of Pizza Time Theatre stock on November 11. The 1,331,659 shares were sold at $24.50 per share netting $24 million for the Company after expenses and fees. The capital will be used to develop new Company centers.

Initially only 1,131,659 shares were offered but the amount was increased by 200,000 shares due to demand for the stock. The offering included 900,000 shares sold by the Company and 431,659 shares sold by individuals.

The offering was managed by L.F. Rothschild, Unterberg, Towbin of New York City and Robertson, Colman, Stephens & Woodman of San Francisco.

TDLA's Signed

Territorial Development Letters of Agreement have been signed as follows:

Jon Andron and Mike Powers for seven units in West Texas; Rocky Mountain Development Corporation for eight units in Idaho, Montana, Wyoming and Utah; and Clement Chen for three units in Hawaii; Bill McLoughlin for ten units in upstate New York; and Murray Issadore for twelve units in the Philadelphia area. TDLA's have also been signed for three units in Little Rock and Fort Smith, Arkansas, and in Jackson, Mississippi.

1981 — A Year of Fantastic Growth

Hats off to Chuck E. Cheese franchisees and all Pizza Time employees! If new stores open as planned the last weeks of December, Chuck E. will close the year with a total of 93 units operating in 20 states, Canada and Australia. The number of stores has more than tripled, in fact, almost quadrupled, in one year. The table below shows comparison figures for 1980 year end and expected 1981 year end.

	Year-End 1980	Expected Year-End 1981
Franchise centers	11	46
Company centers	14	47
Total centers	25	93
Number of states	9	20
International units	0	2

Congratulations to all Pizza Time Theatres for a banner year. Chuck E. and the gang are looking forward to an even bigger and better 1982.

Busy Quarter for Franchise Openings

Seventeen franchise units opened during October, November and December. LCMI opened three in Michigan: Warren in October, White Lake in early December, and Ann Arbor planned for December 30. Mike Maginnis' Beaverton, Oregon store opened the end of October, as did Phul Associate's Albuquerque store and Charter Management's Boulder, Colorado unit. Minnesota got their first taste of Chuck E. Cheese in mid October with Mirada, Inc.'s New Hope store. The first Canadian Pizza Time Theatre opened in Burlington, Ontario, October 15.

Family Pizza Centers in Illinois opened their Loves Park store in November and their Springfield location in December. The Seattle area got another Pizza Time Theatre in Federal Way in November. Pizza Theatres Management also opened a store in November in El Paso, Texas as did Family Entertainment Centers in Richmond, Virginia.

During December APCOA opened two more Ohio units in Columbus and North Olmstead while Prime Time Ventures opened in Bakersfield, California, and R.C. Schmidt opened in Milwaukee, Wisconsin in December.

Franchise Advisory Council

New officers and members of the Franchise Advisory Council were appointed at the Annual Convention in September. They are as follows: Chairman, Michael Ilitch of LCMI; Vice Chairman, Joseph B. Parker of Food Systems, Inc.; Secretary/Treasurer, Patrick Hopf of Family Entertainment Centers; and Members, Larry Rose of Rocky Mountain Development, and Al Moreno of MOW Enterprises. To provide continuity from the prior term, former Chairman Ed Roth will continue as a member of the Council. The bylaws were revised to reflect this change.

The council which met December 9 in Detroit will continue to meet on a quarterly basis to facilitate communications between the franchisees, the community and the corporation.

Report From Down Under

A telex from Australia arrived just in time to meet our printing deadline. Charlie Cheese reports the following news:

Grundy Leisure Proprietary Limited, the territorial Franchisee for Australia and New Zealand, has assembled an aggressive development schedule with the aim of opening one new restaurant in the region every two months.

The first restaurant in The Grundy's at Surfers Paradise Entertainment Complex on Queensland's sunny Gold Coast has proved to be a real winner and already plans are in hand for the start of construction work on the second restaurant soon after January 1.

After that, primary market sites for at least 32 more stores are anticipated.

In conjunction with the development plan, Grundy Leisure, a subsidiary of the Grundy organization, is compiling a masterplan which will provide the necessary management expertise to allow the business to expand and develop.

The acceptance of the first Charlie Cheese's Pizza Playhouse by the Australian public has been phenomenal.

Its location in the country's leading tourist resort has given millions of visitors to the city a taste of what they can look forward to in their home state very soon.

Because the Grundy organization's primary business is the television industry, Grundy Leisure is also in the process of developing animated and live action children's shows based on Chuck E. Cheese's Australian cousin, Charlie Cheese. Charlie is already well on the way to becoming a star in his own right in Australia with countless guest appearances on national television shows.

Good Ideas

The Tempe, Arizona store has recently implemented an Employee of the Month Club. Mary Harder, their first employee of the month, received a dinner for two at a local restaurant, a month's pass to a local health spa and had her name engraved on the "Big Cheese" displayed in the front of the store. According to Robin Schect, Promotional Coordinator, the store uses promotional trade-offs with other local businesses as prizes and incentives for employees.

The Phoenix, Arizona Pizza Time Theatre has a special "Chuck E. Cheese Community Room" decorated with photos of events and activities involving Pizza Time and the community. They also display pictures of youth teams, and their trophies, other local sports news, and letters from kids and parents. They feel it's a good way to show the community that they really do care.

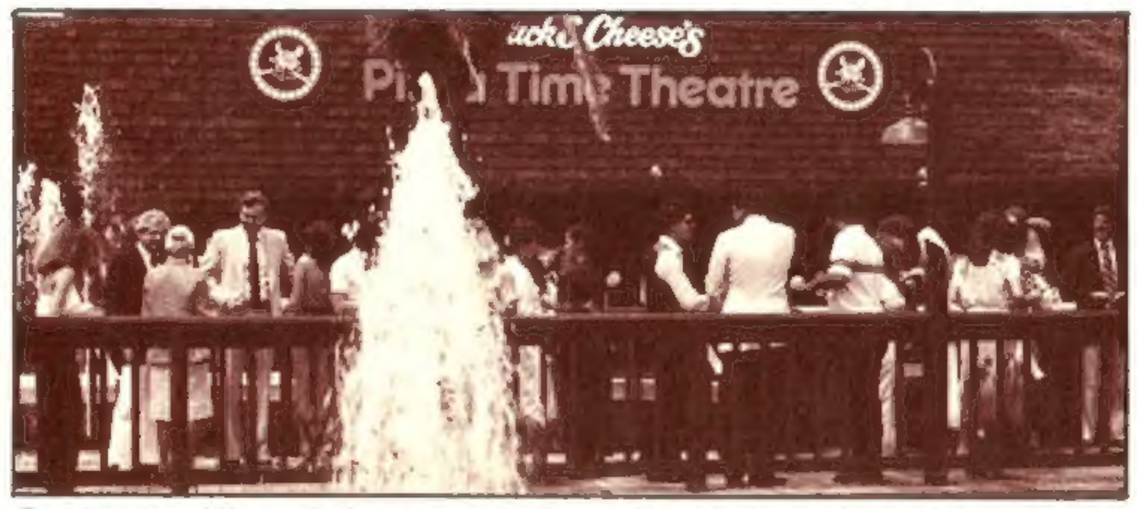
Starring the Stores

Chuck E. gets a kiss from little friend at Tempe, Arizona Pizza Theatre.

Winners of the 1st Annual Chuck E. Cheese Soccer Tourney in New Hope, Minnesota display their trophies.

C.E.C. takes a shine to Miss New Hampshire at party for Miss Teenager U.S.A. contestants held at Fort Meyers, Florida.

Chuck E. congratulates young soccer player in New Hope, Minnesota.

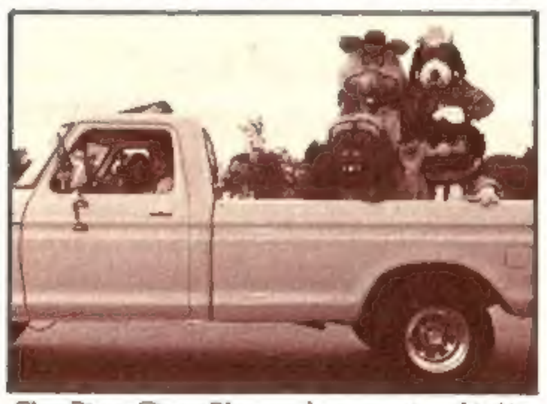


Guests enjoyed the poolside setting at the Tampa Carrollwood unit's grand opening party.

Jasper meets Miss Teenage New Jersey at PTT Fort Meyers.

C.E.C visits Tony Dorsett at Dallas Cowboys' training camp in Thousand Oaks, California.

Pizza Time Theatre's float won first place in the Capitola, California parade.



The Pizza Time Players keep on truckin' in Tampa, Florida.

Little girl shares a secret with Chuck E. at Tampa Carrollwood Villages store.

PTT **Tempe, Arizona** reports a cooperative effort with the local soccer club and Pop Warner Team to build a float for the Fiesta Bowl Parade in December. The 30-foot papier-mache sculpture shows Chuck E. reclining on a giant cheese wedge with a soccer ball in his hand and football carried in his tail. Chuck E. also participated in the March of Dimes Reading Olympics. In November the store ran a special lunch promotion and contest awarding a free lunch to the best entry telling "why someone in your office deserves a little special attention." Punch-a-lunch cards were distributed to businesses within a six-mile radius of the restaurant.

The **New Hope, Minnesota** PTT sponsored the first annual Chuck E. Cheese soccer tourney. The 85 teams involved included 1200 participants, ages 6 to 14. The tourney was so successful they plan to make it an annual event. Family Entertainment Centers' **Rockville, Maryland** store has been videotaped by the local P.M. Magazine television show for airing in the near future. **Sparks, Nevada** reports that Chuck E. is a regular visitor to St. Mary's Hospital in Reno. They also had a very successful fundraiser for the Sparks Chamber of Commerce.

In **Arlington, Texas**, Pizza Time recently had community involvement nights for both high school senior classes and college groups. They also had the Miss Texas Pageant coordinators and Miss Texas in for a fun-filled evening. Lee Slusser and Tim Hackrider, students at Texas Wesleyan College, are sharing the promotional coordinators' job in Arlington. Chuck E. Cheese from the **Simi Valley, California** store attended the Dallas Cowboys' annual dinner at their Thousand Oaks training camp just prior to the Cowboys' return to Texas. It's reported that Chuck E. had more requests for autographs than the Cowboys.

PTT **Salt Lake, Utah** has been doing a lot of group tours and 5 or 6 parties every week on Monday through Thursday nights. In **Michigan,** Chuck E. is quite a sports fan. He has been appearing at the Detroit Piston games and will be riding the zamboni at the Detroit Red Wings hockey games. On Halloween, Red Skelton posed for pictures with Chuck E. as did hundreds of costumed kids. Between them the **Westland and Warren, Michigan** stores have sponsored two volleyball teams and 3 hockey teams, donated 6 yearbook ads and 2 football program ads, and have made school fair donations with appearances by C.E.C.

The **Santa Rosa, California** Pizza Time participated in the 1981 Vintage Festival and kiddie parade held in Sonoma. Chuck E. was on hand to greet VIPs and, of course, thousands of children. PTT **Citrus Heights, California** reports that when C.E.C. visited a local school's halloween carnival, he had a double—a four-year-old dressed in a miniature Chuck E. costume. The official Citrus Heights Chuck E. will be visiting the children's wards of the local hospitals during December. The **Capitola, California** Pizza Time won first place for their float in two local parades. They also ran a special "$2 off" promotion on Monday nights for football widows and the kids.

More California news: the **Salinas** store reports Chuck E. has taken to the ice—he skated in the Monterey Bay Annual Christmas Ice Skating Show. **Costa Mesa** is off to a flying start with many school fundraisers and sponsorships of two winning soccer teams. The employees sold Super Bucks to friends and relatives with proceeds used to purchase a Christmas tree and trimmings for the elderly of the community. Costa Mesa's Chuck E. has also been appearing at local hospitals. **Huntington Beach** is doing a booming business in tours, community involvements and birthday parties. C.E.C. appeared in the Octoberfest parade and in Anaheim's Halloween parade, both events televised. Chuck E. will also help Santa in the local Santa Claus Lane parade.

The **Hayward, California** store is celebrating its first year anniversary in January. They report that they have continually been among the top five company stores in highest weekly sales since their opening. The store is holding a contest among the employees to see who can create the best looking new friend for Chuck E. Is the prize a day on the town with Chuck E. Cheese?

Chuck E. Cheese has been busier than ever in Florida. Gulfshore Life Magazine photographed C.E.C. and the **Fort Meyers** store for their November issue. Chuck E. also hosted the Miss National Teenager Night and judged a local beauty contest. The Fort Meyers Little League adopted Chuck E. and flew him to the Florida Little League Championships where he appeared on several TV spots with the team. The **Tampa Carrollwood** unit entered a raft in the Rambling Raft Race in October, and C.E.C. and several employees participated in a tug-of-war for Fire Prevention Week.

Brandon held a "Wendy Wards" modeling pageant with over 55 small participants. A holiday fashion show for children was staged in the stores' Ice Cream Emporium, and Chuck E. and Jasper led the annual Santa Claus parade. The **Jacksonville** PTT was the scene of a beautiful baby contest sponsored by a local radio station. The store donated tokens, pizza passes, bibs and photos of Chuck E. to the prize winners.

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